

# CHLOE EVERS

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## EDUCATION

Florida State University, *Tallahassee, FL*

**Bachelor of Science in Advertising, Bachelor of Science in Editing, Writing, and Media, Minor in Business**

May 2025

GPA: 3.759

## PROFESSIONAL EXPERIENCE

**Tallahassee-Leon County Commission on the Status of Women and Girls, Tallahassee, FL**

Communications Coordinator

October 2024-Present

- Revamped the commission's social media marketing strategy, including modernizing the commission's digital presence by refreshing preexisting brand materials for a contemporary audience.
- Executed a data-driven content plan, enhancing brand visibility and engagement, and increasing follower count by 10% on Instagram.
- Developed and scheduled strategic content via Meta Business Manager, incorporating graphics, video, and storytelling to amplify the organization's mission and increase awareness of women's and girls' related issues.

**Different Perspective Advertising Agency, Orlando, FL**

Marketing Intern

June 2024-August 2024

- Managed relations with various clients, including restaurants, wellness centers, and human resource companies, while gaining valuable knowledge of each industry's internal operations.
- Crafted targeted social media campaigns that resonated with each client's target audience.
- Anticipated the needs of each client's diverse group of customers to conceptualize and write useful blogs.

**Strategic Digital Services, Tallahassee, FL**

Marketing Intern

December 2023-April 2024

- Gained hands-on experience in social media analytics, including Meta and Google Ads analytics.
- Ran detailed campaign reports, analyzing key performance metrics to assess ad effectiveness.
- Learned how to schedule and optimize ads for target audiences across multiple digital platforms.
- Designed advertisement campaigns for government agencies such as the FL Department of Corrections.

**Tally & Fin Clothing Boutique, Tallahassee, FL**

Graphic Design Intern

June 2023-August 2024

- Designed various promotional materials, such as social media flyers, web homepages, print flyers, etc. to drive customer engagement.
- Gained experience in Adobe Creative Suite, refining skills in design and targeting a niche audience.

## LEADERSHIP EXPERIENCE

**Strike Magazine, Tallahassee, FL**

Magazine Layout Director

January 2024-Present

- Oversaw the production of a 130+ page magazine, ensuring that all aspects were ready for print.
- Led a team of 5 designers throughout the layout design process from start to finish, including delegating pages and editing to be ready for print.
- Led the transition of the magazine's overall look to a polished, uniform, and editorial design.
- Managed the page count while accounting for the magazine's overall budget.

**Chi Omega Sorority, Tallahassee, FL**

Marketing Director

December 2023-December 2024

- Led the sorority's marketing and social media strategy, increasing follower count by over 2,500 (25%) across platforms.
- Developed a strategically curated brand identity for the chapter with a full font and color kit, ensuring a cohesive and visually compelling presence across all social media platforms.
- Successfully amplified marketing for programming events, including philanthropy fundraisers, recruitment, and sisterhood initiatives, resulting in increased participation and a new class of 87 members.
- Planned and executed a workshop on personal branding for the chapter, including an introduction to logo design, business cards, and online portfolios.

**Florida State Student Life Cinema, Tallahassee, FL**

Graphic Designer

January 2022-August 2023

- Designed promotional materials for film screenings, special events, and social media campaigns, enhancing audience engagement.
- Gained hands-on experience in entertainment and media marketing, learning how to tailor visuals to attract diverse student audiences.
- Created posters, digital graphics, and event branding to support the cinema's PR and marketing initiatives.

## CERTIFICATIONS AND AWARDS

Digital Symposium Presenter – *Florida State University Department of English*

Spring 2025

Photoshop, InDesign, and Illustrator Certified – *Adobe*

2021

Excel Certified – *Microsoft*

2021

Dean's List – *Florida State University*

Spring 2022, Fall 2022

Kirk Belle Cock Hassell Scholarship Winner – *Chi Omega Nationals*

2023

Brenda Marshall Memorial Scholarship Winner – *Central Florida Chi Omega Alumni Association*

2022